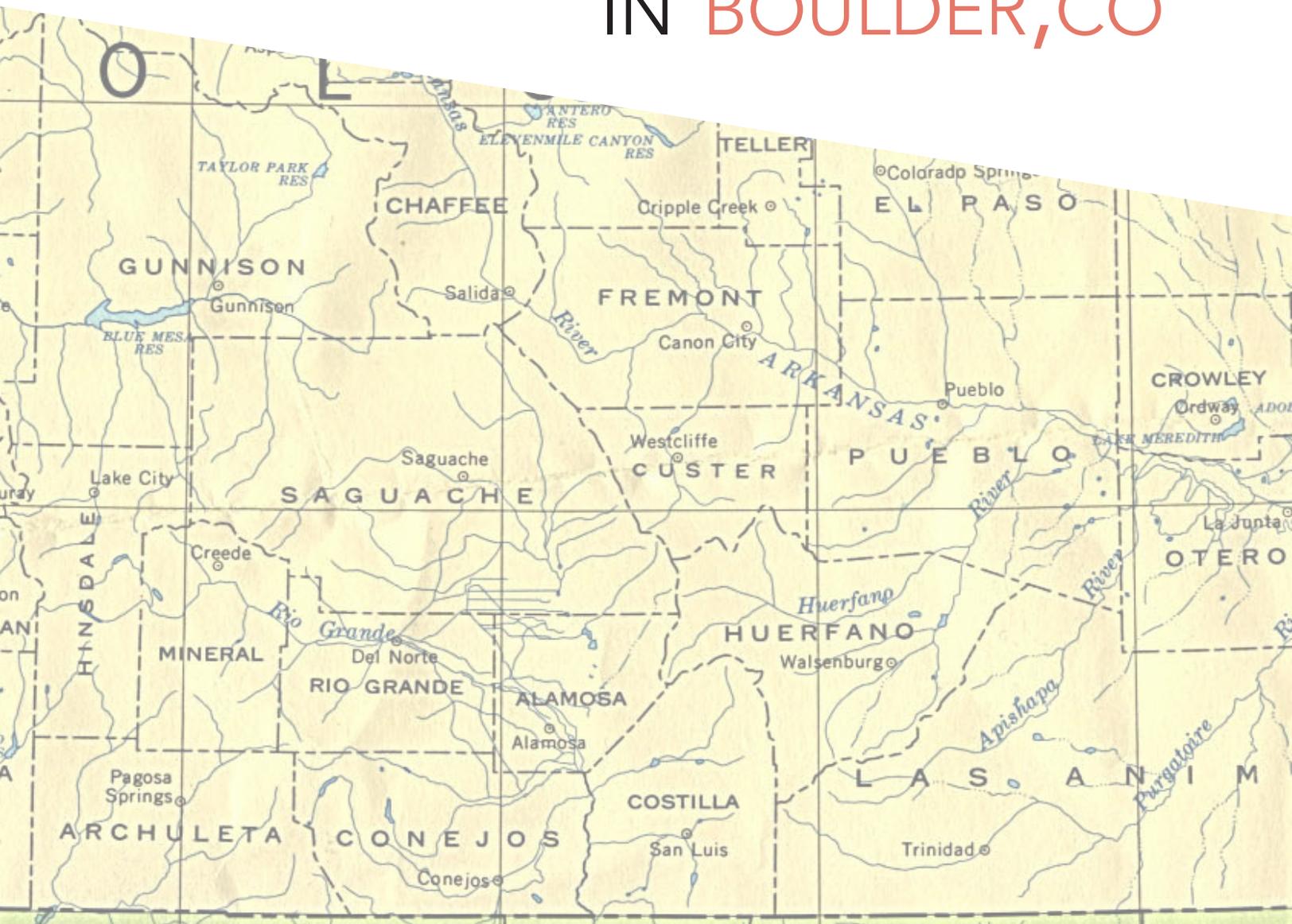


+ **BLU**ELIGHT MEDIA  
IN BOULDER, CO



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## MEET THE TEAM

**BLUELIGHT MEDIA**

BLUELIGHT MEDIA IS A FULL SERVICE MEDIA AGENCY THAT PROVIDES CLIENTS WITH THE LEADING EDGE IN TODAY'S AND TOMORROW'S MEDIA. FROM A COLLABORATIVE VISION OF SIX INDIVIDUALS, BLUELIGHT MEDIA WAS FORMED IN SEPTEMBER 2013 AT THE UNIVERSITY OF TEXAS. CONSISTING OF TWO MEDIA ANALYSTS, TWO PUBLIC RELATIONS STRATEGISTS, ONE ACCOUNT EXECUTIVE AND ONE CREATIVE, OUR AGENCY IS COMPOSED OF SPECIALISTS WHO ARE PASSIONATE IN THEIR FIELD. BLUELIGHT MEDIA COMBINES PRIMARY AND SECONDARY RESEARCH WITH CONTENT ANALYSIS AND CREATIVE STRATEGY TO ENSURE SPECIALIZED CLIENT RESULTS.

WE STRIVE TO BUILD CLIENT BRAND RECOGNITION WITH TARGET CONSUMERS THROUGH STRATEGIC MEDIA PLANNING. EACH MEDIA SOLUTION IS GUARANTEED TO BE BACKED WITH RELIABLE METRIC AND DATA ANALYTICS. BLUELIGHT MEDIA SEEKS TO BLAZE A NEW PATH IN THE MEDIA INDUSTRY WITH EXCEPTIONAL AND TECHNOLOGICAL MEDIA PLACEMENT.



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# EXECUTIVE SUMMARY



Bluelight Media is here to introduce TreeHouse to Boulder through thoughtful, technological tactics to build customer awareness and trust among target consumers. With an already trusted and notable name built for itself in Austin, Texas, our media plan will provide a technological edge that allows TreeHouse to stand out as a new staple in the sustainable living market of Boulder, Colorado.

After conducting secondary research on the TreeHouse consumer and residents of Boulder, Bluelight Media determined the primary target to be men and women between the ages 45 and 55, as well as a secondary target of men and women between the ages of 25 and 34. We feel that both of these target markets accurately depict the types of consumers TreeHouse would have the most success in. Since it is located under the zip code 80302, TreeHouse will be located in the Hill District surrounded by other locally known home improvement retailers and above average living quality in the consumers that live in the area. By conducting further research of the 80302, 80304 and 80305 zip codes, Bluelight Media is able to gain insight on the TreeHouse consumer to develop a successful media strategy.

Maintaining a budget of \$45,000, our campaign will begin on March 1, 2014, two weeks before the store's opening on March 14th, and will continue on through the

end of the year. Bluelight media will communicate with the desired target consumer through innovative hi-tech media strategies. By utilizing these strategies, Bluelight Media will be motivating our tech-loving, sustainable consumers. We will reinforce this idea through engaging social media tactics throughout every phase of the media plan. We want our consumers to feel that TreeHouse is a relatable home improvement source while having an intelligent and interactive edge.

Bluelight Media will fuse traditional media efforts with a technological twist while also keeping consistency within our media plan. This will spark curiosity and excitement throughout our target audience.

Our media plan is here to inspire TreeHouse consumers to adapt to the idea of #greenovation even further by motivating them to count on TreeHouse to launch them into smart, sustainable living. By using cutting edge out-of-home, traditional and social media efforts, our media plan will present the opportunity to extend beyond our initial nine month plan.

TreeHouse aims to foster sustainable living as an investment within the Boulder community. By uniting the efforts of TreeHouse, Bluelight Media, and the Boulder Community, our plan will instill TreeHouse as a household name in the hearts of Boulder's sustainable living community for years to come.

# CAMPAIGN SCOPE | BRAND PROFILE

## CAMPAIGN SCOPE

TreeHouse offers a one-of-a-kind shopping experience that allows shoppers to get lost in a modern, green jackpot. With a wide and environmentally conscious product range, TreeHouse isn't just a home improvement store, it represents a new way of living.

Now, TreeHouse has the opportunity to expand into a new market: Boulder, Colorado. With Boulder's outdoor opportunities and environmentally conscious residents, it makes perfect sense for TreeHouse to establish itself within this community. Bluelight Media has developed a plan to create a new customer base in Boulder. We are reaching for 80% awareness of the TreeHouse brand among our target market. Also, we expect that 70% of our target market will have awareness of the store location and product range. This media plan will be in action between the months of March-December 2014.

We plan to make the TreeHouse name known in Boulder through various paid advertising efforts, as well as through social media and guerilla efforts. By teaming up with other retail stores that target our desired market, we can create sweepstakes and special promotions to create excitement as TreeHouse enters the marketplace. Consumers will have the opportunity to interact with a home improvement store like never before.

Our media strategy and mix reflects research of our target demographic, Boulder's geographic profile, competitive situation and a plethora of media options. The analysis is adapted to the \$45,000 budget to take green thinking to the next level. TreeHouse will inspire Boulder citizens to live more economically efficient lives like it has done in Austin. New customers are sure to trust the TreeHouse name for years to come.

## BRAND PROFILE

TreeHouse provides an innovative, green way to shop and discover home improvement ideas. Opening its doors in 2011, TreeHouse focuses on home solutions for the growing population of homeowners, renters and contractors in Austin. It offers customers a unique shopping experience with their interactive displays and in-store work areas, such as the 'Idea Center.' Walking into the store, a customer can see the unique home improvement shopping experience by the spacious store layout. Friendly employees are readily able to answer any and all questions about the various eco-friendly products. With all the success TreeHouse has experienced in Austin, the next logical move is to expand the brand outside the confines of the Texas border.

### PLACEMENT

TreeHouse is being strategic by branching out to a location that offers eco-centric consumers. The citizens of Boulder and surrounding areas are sure to take advantage of the product range. With temperatures in Boulder varying greatly from those in Austin, TreeHouse will be able to boost sales in complementary product categories.

### PRICE

Although TreeHouse maintains a higher price point than typical home improvement product retailers, pricing is competitive with the ecofriendly product lines offered in typical home improvement stores. The wide array of products can offer both high-end and more affordable options for the Boulder consumers.

### PRODUCT

TreeHouse chooses eco-friendly products based on four principles: health, sustainability, performance and corporate responsibility. These principles ensure efficient products ranging from simple home improvement materials to solar energy solutions. These products are sure to appeal to eco-friendly Boulder consumers.

### PROMOTION

TreeHouse has a presence on all major social media. With social media links located on the homepage of the website, TreeHouse makes sure they are easily accessible. Treehouse could create a stronger presence on its YouTube channel by changing its low view count with new videos for current and prospective customers.



# GEOGRAPHICAL AND COMPETITION MAP



## QUICK FACTS

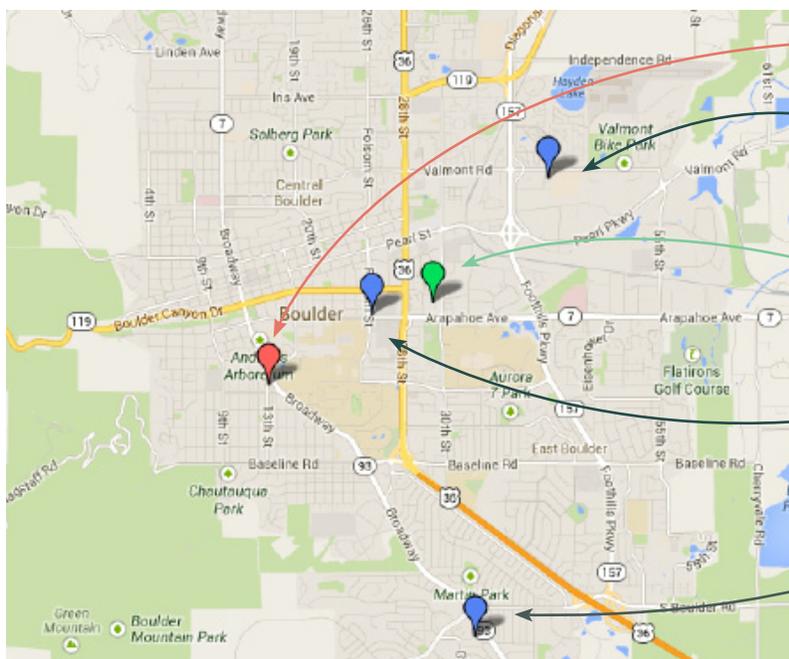
Population: 101,808  
 Males: 51.3%  
 Females: 48.7%  
 Median resident age: 28.7 years  
 Median HH income: \$57,112

Boulder is a growing city with a rich history that offers great living quality. Ranked with the Best Urban Green Spaces in North America, Best College Town and Most Popular City for Startups, Boulder shows a promising future. It has consistently ranked with above average living quality and Boulderites take pride in their city.

With an estimated median income for \$57,112 and house value of \$501,800, Boulder households have a comfortable lifestyle that allows them to enjoy the amenities of the city. Boulderites are happy and have great work-life balance, they are also one of the top vegan-friendly cities as well as one of the top 10 most bicycle friendly cities. The values of Boulderites include respect for others and the environment.

According to PRIZM, the most interesting zip codes are 80302, 80304, 80305. All of these have median incomes above Boulder's median income, but 80302 has a more uniform population age distribution, whereas the others have mostly 21-35 year olds. The 80304 and 80305 zip codes seem more interesting since there are no Home Depot or Lowe's stores, and since the average income and the demographics indicate the consumers own large households proclive to home improvement.

## MAP OF COMPETITORS



### TREEHOUSE

1162 13th St.  
 Boulder, CO 80302

### STERLING LUMBER

2990 Sterling Court  
 Boulder, CO 80301

### THE HOME DEPOT

1600 29th St.  
 Boulder, CO 80301

### MCGUCKIN HARDWARE

2525 Arapahoe Ave.  
 Boulder, CO 80302

### TABLE MESA HARDWARE

691 S Broadway St.  
 Boulder, CO 80305

# LOCAL COMPETITORS

## McGuckin Hardware

Originating in Boulder, McGuckin Hardware has been the city's everything store since 1955. Offering eighteen departments and 200,000 items, McGuckin prides itself in selling local product made in the United States of America. At this local spot, customers are treated with excellent service and free expert advice from employees donning the traditional green vests.



"I have a few and far between reasons to ever visit Boulder, but McGuckin has easily made it on that list of reasons"



## Table Mesa Hardware

Locally owned and operated, Table Mesa Hardware offers selections in lawn and garden, paint, tool and specialty services. The small staff is certified to help locals with all of their project needs. Located in South Boulder, this quaint shop is a great stop to pick up do-it-yourself project materials.



"Pretty helpful crew here. Good for the basic items."



## STERLING LUMBER

Sterling Lumber specializes in builder resources. There are eleven locations in Colorado and one location serving Boulder, known as Boulder Lumber. Serving a vast array of customers from the do-it-yourselfers to building contractors, Sterling Lumber offers building materials, paint products and hardware. Staff members provide professional assistance for all of your project needs.



"Their prices were far less expensive, and of course, they are local."



# NATIONAL COMPETITORS

## THE HOME DEPOT

The Home Depot is the largest home improvement specialty retailer in the United States. Its inventory is stocked with building materials, home improvement supplies, appliances and lawn and garden products. With sustainability in mind, The Home Depot offers 'Eco Options', a program that makes it easy for customers to identify products that will help reduce their environmental impact. The Home Depot's 'Eco Options' provides a way to live green and save green in your dream home.



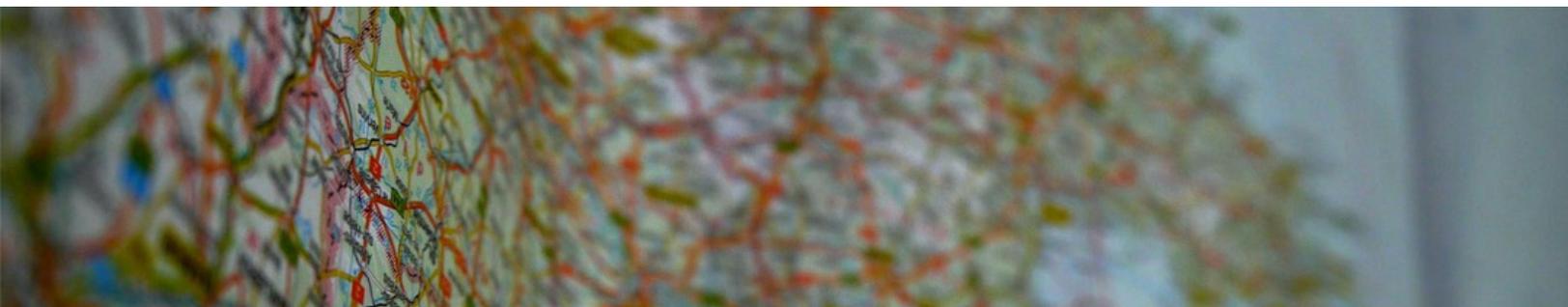
## LOWE'S HOME IMPROVEMENT

Once a small hardware store, Lowe's has grown to be the world's second largest home improvement retailer. Lowe's strives to serve customer's changing home improvement and maintenance needs while balancing a reputation for low prices. To acknowledge the importance of conservation, Lowe's has adopted a sustainability strategy including products and services within its 1,825 stores; these encourage consumers to reduce their environmental footprint through energy and water conservation.



## GREEN DEPOT

Green Depot is the nation's leading supplier of environmental building materials, products and services for sustainable home solutions. Through its ecommerce site, 11 stores and 20 distribution warehouses across the country, environmental living practices can be easily and affordably integrated into projects. All products sold by Green Depot must pass through a strict Green Filter to identify high-performance products and ensure environmental friendliness. Green Depot offers consumers a one-stop shop for all environmental living and building needs.



# SITUATION ANALYSIS & SYNOPSIS

TreeHouse Inc. is the first all-green hardware store company in the United States and is filled with instructional kiosks that help customers distinguish between various kinds of products. Customers can visit the central idea center, run by experts in various fields, for product education. To grow and prosper TreeHouse must continue to deliver on its promises and values that differentiate it from its national competitors.

TreeHouse's environmentally friendly brand image could potentially drive away those who associate environmentally friendly products with a higher price point. As national competitors begin to expand in their green sectors, TreeHouse must continue to focus on standing out as the most affordable and eco-friendly store of choice. By utilizing its social media, TreeHouse can combat its competitors as well. With Boulder residents making the local hardware stores and employees an active part of their lives, TreeHouse faces an entry barrier with consumers who already have personal ties to local brands. TreeHouse should target smaller households, baby boomers, and others with mid- to upper-incomes who are willing to spend more on home improvement and have the highest levels of green behavior.

STRENGTHS	WEAKNESSES
<ul style="list-style-type: none"> <li>• First completely green store in the U.S. from products to infrastructure</li> <li>• Products filtered for health, performance, corporate responsibility and sustainability</li> <li>• Employees include experts in fields, e.g., solar energy, architecture, interior design, etc.</li> <li>• Kiosks in store help direct customers</li> <li>• Affordable prices for green products</li> </ul>	<ul style="list-style-type: none"> <li>• New entrant competing with well-known local brands</li> <li>• Association of green products with expensive options</li> <li>• Higher price points compared to national competitors</li> <li>• Product range offer in comparison to national competitors</li> </ul>
OPPORTUNITIES	THREATS
<ul style="list-style-type: none"> <li>• Baby boomer generation willing to spend money on home improvement, perceive it as 'good investment'</li> <li>• Small households likeliness to spend on home improvement</li> <li>• Mid- to upper-income brackets report high green behaviors</li> <li>• Twitter and forums account for 64% of DIY retailing buzz</li> </ul>	<ul style="list-style-type: none"> <li>• National competitors adaptation of the 'green product trend'</li> <li>• Spending on DIY projects has decreased since 2007</li> <li>• National competitors' ad campaigns widespread reach, lofty reward programs and social media presence</li> <li>• National competitors availability online and in-stores</li> </ul>

## SITUATION SYNOPSIS

TreeHouse goes beyond its competitors by exclusively offering thousands of affordable and accessible eco-friendly home improvement options. A strict product filter guarantees consumers the finest products in the market. The idea center forges personal relationships between TreeHouse and its clients. Located in Boulder's Hill District, TreeHouse will offer smart living solutions to homeowners in its new zip code. Local hardware stores present a threat to TreeHouse because of their close ties with the community. By engaging in conversation through multiple social media platforms, educating residents on green living and harmonizing with

the local culture, TreeHouse will effectively plant its roots in Boulder. Bluelight Media suggests primarily targeting men and women with established homes between ages 45 and 55 who seek out home enhancing projects to invest their disposable income and time. Bluelight media also suggests a secondary target of men and women between ages 25 and 34 attracted to the do-it-yourself project trend as a creative outlet, and who take pride in pursuing a green lifestyle. The integration of TreeHouse will allow it to share its core values and grow together with the Boulder community.

## TARGET MARKET



### SCARLETT BAKER, 47

Scarlett is a senior paralegal at Wills Law Firm, located in the heart of Central Boulder. She relocated to Boulder in her late 20's with her husband Shaun. They live in a two-story home in the suburbs of South Boulder. Scarlett takes pride in feeding her family all-organic meals, and often does so with her own harvest. On the weekends, she enjoys competing in the local 5k run, or perhaps enjoying a couple glasses of red wine with her friends. Scarlett and Shaun are thrilled to soon be sending Jack off to college, and the couple plans to renovate his transform his room into a home office.



### MITCHELL AND SUSAN ROGERS, 53

Mitchell and Susan own a large home right off Allen's Lake. They have been empty nesters for the past 11 years and like to joke that they can now "enjoy the finer things in life." Mitchell is a software engineer at one of the many tech start-ups in Boulder. Susan is a recently retired high school Art teacher, but Mitchell often says, "she might as well have never left." She loves to paint in her studio, but complains that she never has enough space for supplies. This year, instead of their annual ski trip to Denver, Mitchell plans to give Susan a renovated studio in their backyard.



### CHRIS NGYUEN, 28

Chris is the owner of Full Cycle, a local bicycle shop in Central Boulder. He is a marketing graduate from the University of Colorado. When he's not working at the bicycle shop, Chris enjoys hiking with his boxer Max, having a beer with his long-term girlfriend Sam, or working on one of his many DIY projects. An avid cyclist, he refuses to purchase a vehicle because of its negative effects on the environment. Chris recently decided to move in with Sam, and embark on his newest project, a quaint 3-bedroom, which is located on a quiet street in North Boulder and is looking for home improvement ideas that match his green attitude.



### TODD AND NATALIE STEPHENS, 33 & 31

Todd and Natalie are newlyweds and up-and-coming realtors in the Denver area. They love having the newest and best technology available, whether it is the latest iPhone or the most efficient washing machine on the market. Todd spends much of his free time reading online reviews and tutorials, and as Natalie says, "would die before he hired someone to do something he could do himself." His wardrobe is primarily J. Crew, hers is Anthropologie. This football season, the couple has enjoyed throwing parties to cheer on the CU Buffs or Colorado Rockies – and to show off their new Samsung 60" plasma TV.



# MEDIA VISION & TACTICS



## #GREENOVATION: ENVIRONMENTAL CONSCIOUSNESS THROUGH INNOVATIVE PRODUCTS

Establish TreeHouse as the go-to destination for sustainable home improvement options, technologically innovative products and valuable customer engagement through a fused traditional and high-tech media strategy.



Creating a pulsed media plan will allow for heavy up efforts to accomplish media objectives and a continuous presence of foundational media strategy throughout our campaign.

Our strategy kicks off by using guerilla and social media tactics to introduce TreeHouse to the target markets.

By maintaining the use of social media tactics and educating consumers during special events, we will drive traffic into the new Boulder location

After our target market is aware and informed, we will inspire consumers to live sustainably through OOH and social media efforts to increase loyalty and point of purchase decisions.

# MEDIA MENU

PRINT			
Newspaper	Cost Per Column Inch	1/4 Page	1/2 Page
Daily Camera	\$49.25	\$1,588.31	\$3,176.63
Colorado Daily	\$27.00	\$870.75	\$1,741.50
Magazine		1/4 Page	1/2 Page
Better Homes and Gardens			
Urban Home Magazine (AD ONLY ISSUE)		\$962.00	\$1,688.00
Yellow Scene Magazine			\$2,255.00

OOH			
	Type	Size	
<b>Fitness Club Ad</b>	Backlit Billboard	27" X 35"	
	Classic Billboard	13" X 17"	
<b>Social Static Media (bars &amp; restaurants)</b>	Backlit Billboard	27" X 35"	
<b>Golf Course Advertising</b>	Digital Network	Full Screen	
	Tee Dividers	One Size	
<b>Clear Channel Airport Advertising (Denver)</b>			
	Backlit Displays	ved Column Displays	88" X 70"
		Spectaculars	83" X 135"

Social Media & Online Advertising	
Type	Cost
Social Media Intern	\$7.78 per hour
<b>GOLDEN Web Media Package</b>	\$350.00
12 Tweets	
12 months of web display ads	
GetBoulder E-news sponsorship & profile	

MOBILE	
Type	Cost
TreeHouse App	\$1,500.00

GUERILLA	
Type	Cost
Community Bikes	\$312/per bike

Promotion	
Type	Cost
Solar Week Guide	30.97/per guide

Online Video		
Type	Cost	CPC
Youtube	\$10/day	\$0.02

Special Events & Workshops	
Type	Cost
Whole Foods Partnership	\$1,400.00
Opening Event	\$1,070.00
Paint Workshop	\$200.00
Anthropologie Workshop	\$250.00
Gardening Workshop	\$50.00
Cooking Workshop	\$400.00
Solar Workshop	\$100.00
Tour of Solar Homes	\$500.00

Radio	
18+ Demographic	
Daypart	CPP
AM (M-F/6AM-10AM)	\$265.00
Day (M-F/10AM-3PM)	\$213.00
PM (M-F/3PM-7PM)	\$226.00
Evening (M-F/7-12)	\$97.00

SEM/SEO	
Type	Cost
Bing	\$1.05/click
Google AdWords	\$2.05/click
Google AdWords Express	\$3.95/day
Local SEO	\$350.00

Broadcast TV	
25-54 Demographic	
Daypart	CPP
Early Morning	\$480.00
Daytime	\$590.00
Early Fringe	\$680.00
Early News	\$720.00
Prime Access	\$730.00
Prime	\$1,160.00
Late News	\$840.00
Late Fringe	\$540.00



# MEDIA OBJECTIVES



## INFORM

Our objective is to inform our target market about TreeHouse and its location. The heavy social media and special event efforts during the first flight will ensure that our target hears about us. We will maximize the percentage of our target market we will reach by partnering with Whole Foods, whose target market is not only similar to ours but whose store also has very high traffic. We will attain 50% customer recognition with aided recall and half of these (25%) will have a notion of TreeHouse's location because of its proximity with Whole Foods and the social media efforts. In order to measure this objective we will use mobile and landline phone surveys and online surveys at the end of Flight 2.

## INCENTIVIZE

Our next objective will be to incentivize our target market to visit TreeHouse and discover the home improvement options it offers. Two out of our five planned workshops will be during this period because they are essential in creating meaningful relationships with customers. Traditional and social media efforts will be used to promote the workshops as well as the newly opened store. We expect with the recognition by our target market during the Whole Foods partnership event and our DIY social media campaign we will surpass our objective of 150 visitors per day during the week and 300 visitors per day during the weekends. At the end of Flight 2 an employee will have a hand counter to measure the store traffic.

## INSPIRE

One of our most important goals is to inspire the Boulder customer base. Social media figures in all of our flights and in the continuous media plan. The creation of hashtags such as #greenovation, #THBoCo will provide customers an anchor relating to the brand for their social media presence. We plan to broadcast workshops and foster content sharing with the DIY tactic that will also create meaningful customer-employee relationships. Our media vision in itself is meant to inspire customers to try innovation that will show them environmentally conscious home improvement options. We will measure this goal by counting posts with the hashtags as well as viewcounts.

## INTEGRATE

Finally, our most qualitative objective is to integrate TreeHouse in the Boulder community. We have planned 5 workshops throughout the year in order to allow for customers to explore different options. Through social media and traditional media we have accounted for the promotion of not only TreeHouse's products, but its services too, such as the Idea Center. The continuous media plan will keep the momentum built up during the launching phase by reminding customers throughout the year about TreeHouse and presenting new, inspiring content. The workshops later in the year will also be integral. This goal can be measured by the efficiency of the media plan as a whole.

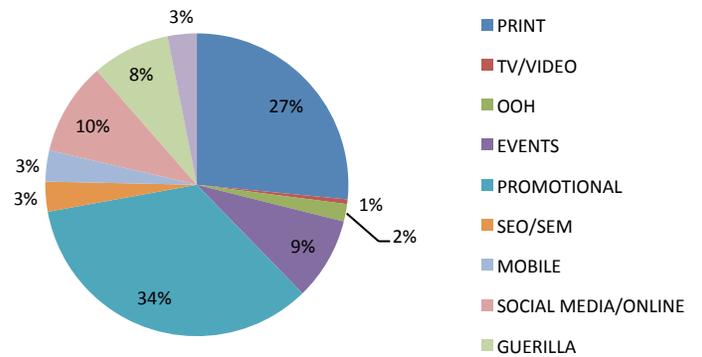
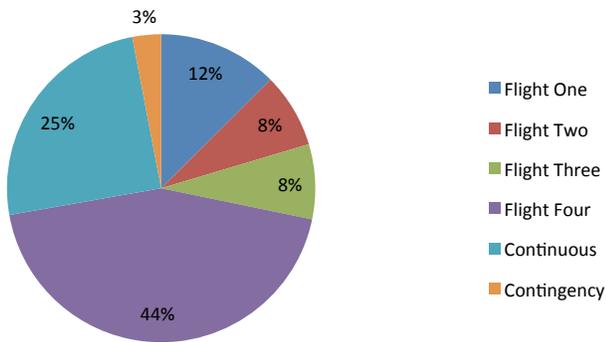
# MEDIA MIX

FLIGHT	TOTAL COST	MEDIUM	COST	PERCENTAGE
Flight One	\$5,646.62	Print	\$3,176.62	12.55%
		Events	\$2,470.00	
Flight Two	\$3,516.62	Print	\$3,176.62	7.81%
		TV/Video	\$90.00	
		Events	\$250.00	
Flight Three	\$3,531.19	Print	\$2,414.00	7.85%
		TV/Video	\$30.00	
		OOH	\$837.19	
		Events	\$250.00	
Flight Four	\$19,770.62	Print	\$3,176.62	43.93%
		TV/Video	\$105.00	
		Promotional	\$15,489.00	
		Events	\$1,000.00	
Continuous	\$11,135.84	SEO/SEM	\$1,434.00	24.75%
		Mobile	\$1,500.00	
		Guerilla	\$3,744.00	
		Social Media/Online	\$4,457.84	
Contingency	\$1,399.11		\$1,399.11	3.11%
<b>Total</b>	<b>\$45,000.00</b>		<b>\$45,000.00</b>	<b>100.00%</b>

## CONTINGENCY FUND

**\$1,351.11**

Our contingency fund is saved to support our special events such as the grand opening, workshops and Boulder County Solar Week. Reserving this money will be the best use for our contingency fund to help cover unexpected costs and ensure successful events.

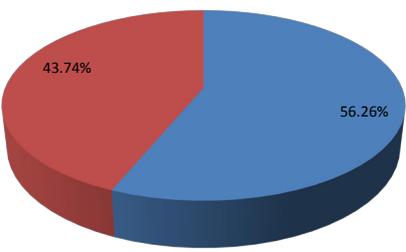




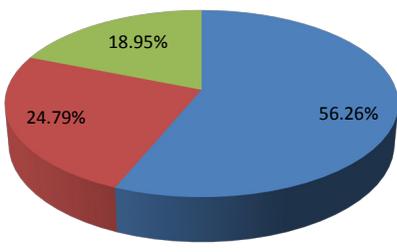
# FLIGHT 1 PREPARING THE LANDSCAPE

FLIGHT ONE WILL LAST A DURATION OF TWO WEEKS STARTING MARCH 1 UNTIL OPENING DAY MARCH 14. OBJECTIVES FOR FLIGHT ONE ARE TO GENERATE AWARENESS AND CURIOSITY OF THE TREEHOUSE BRAND, LOCATION AND OPENING EVENT. WE WILL ACHIEVE OUR OBJECTIVES THROUGH GUERRILLA, SPECIAL EVENTS, PRINT AND SOCIAL MEDIA TACTICS.

Flight 1				
	Type	Cost	% of Flight	% of Total Budget
Daily Camera Newspaper Advert	Print	\$3,176.62	56.26%	7.06%
Whole Foods Partnership	Event	\$1,400.00	24.79%	3.11%
TreeHouse Opening Event	Event	\$1,070.00	18.95%	2.38%
<b>Total</b>		<b>\$5,646.62</b>	<b>100.00%</b>	<b>12.55%</b>



■ Print  
■ Event



■ Daily Camera Newspaper Advertising  
■ Whole Foods Partnership  
■ TreeHouse Opening Event

# FLIGHT 1: PREPARING THE LANDSCAPE

## GUERRILLA:

With Boulder being the nation's 3rd most bicycle-friendly city, we will place twelve bikes in prime locations around the city free of use to create buzz around the new TreeHouse location. TreeHouse will be advertised on both the frame and plaque on the basket. Texting a number displayed on the bike will generate a random single use code to unlock the bike, and an automated reply will inform the user of the opening store location. This tactic will be measured by counting the number of texts sent in for the codes. We will also be able to track which area codes are primarily texting the number.

## SOCIAL MEDIA:

To set the tone of our social media presence we will introduce the continuous social media strategy of #THBoCo and #Greenovation. To engage consumers and achieve awareness in the early process of our media plan, we will implement a campaign that sets consumers up to compete against each other on several social media forums by submitting pictures of how they are sustainable in their everyday lives. Our social media intern will award the top 5 entries with a VIP invitation to our opening event that includes a special discount and automatic access to our Greenovation VIP membership.

To promote the co-advertising partnership for the Whole Foods event, we will implement the hashtag #EatCleanLiveClean to bridge our target markets. To measure this tactic we will track the number of hashtag users post and count the number of submissions.

## SPECIAL EVENTS:

To introduce TreeHouse, we will target consumers at Whole Foods because these consumers are more conscious about how their purchasing choices affect their lives. On March 9 from 11 a.m. to 3 p.m., attendees will be given a RFID QR wristband that tracks their visit to each booth introducing sustainable living products offered at TreeHouse. If scanned at all booths, they will be entered into a drawing for 3 prizes, which will be announced at the opening event. Attendees can also scan their wristband for an exclusive invitation to the opening event that will consist of a special coupon and 50 points toward their Greenovation membership. To measure effectiveness we will track the amount of scans registered and wristbands given away.

On March 14, Treehouse will host their opening event to drive traffic into the store and educate the Boulder community on its values and services. Free solar chargers will be offered to the first fifty people as an incentive and 20% of opening proceeds will go to Boulder Green Building Guild charity. Employees will head interactive education stations throughout the store and introduce the Greenovation membership loyalty program. To officially lay down roots in Boulder, there will be a Tree of Life mural that will stay in the store with each attendee handprint representing a leaf and their pledge to keep the Boulder community sustainable with TreeHouse. Tweets using #Greenovation and #THBoCo will livestream on a screen in the store. To measure the effectiveness of this tactic we will count attendees with hand counters.

## NEWSPAPER

To spark excitement and curiosity among our primary target market, an invitation to the TreeHouse Grand Opening event will run in Boulders local newspaper, "Daily Camera," which features extensive coverage of local events happening throughout the community. The invite will be ran for the two week period of March 1st until March 14th, Monday through Thursday. Our primary target will be encouraged to "Bring Greenovation to Boulder with TreeHouse." This tactic will be measured by calculating the Monday through Thursday circulation of the Daily Camera

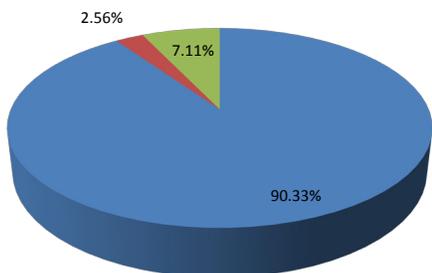




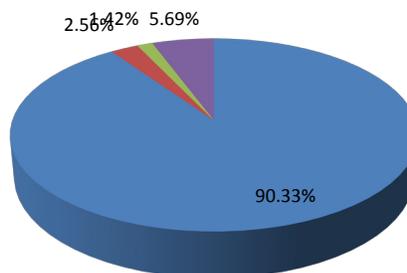
# FLIGHT 2 PLANTING THE SEED

FLIGHT TWO WILL BEGIN ON MARCH 17, SHORTLY AFTER THE STORE'S OPENING, AND WILL CONTINUE UNTIL APRIL 11. THE FOCUS OF FLIGHT TWO IS TO ENCOURAGE BOULDER CONSUMERS TO DEVELOP A VALUABLE RELATIONSHIP WITH EMPLOYEES THROUGH PROMOTION OF THE SERVICES OFFERED BY TREEHOUSE. BY HOSTING A SERIES OF WORKSHOPS SPONSORED BY THE IDEA CENTER AND LAUNCHING A DIY SOCIAL MEDIA CAMPAIGN, CONSUMER AWARENESS OF THE MANY SERVICES PRODUCTS OFFERED BY TREEHOUSE WILL INCREASE.

Flight 2				
	Type	Cost	% of Flight	% of Total Budget
Daily Camera Newspaper Advertising	Print	\$3,176.62	90.33%	7.06%
YouTube Advertising	TV/Video	\$90.00	2.56%	0.20%
Gardening Workshop	Event	\$50.00	1.42%	0.11%
Paint Workshop	Event	\$200.00	5.69%	0.44%
<b>Total</b>		<b>\$3,516.62</b>	<b>100.00%</b>	<b>7.81%</b>



- Print
- TV/Video
- Event



- Daily Camera Newspaper Advertising
- YouTube Advertising
- Gardening Workshop
- Paint Workshop

## FLIGHT 2: PLANTING THE SEED

### YOUTUBE:

As a further promotion of customer engagement and service awareness, all workshops will be streamed live on YouTube. The workshops will then be accessible at any point to those that were unable to attend or are located beyond our trade area. To expand our potential audience, YouTube advertising will promote the videos for a six day period to increase audience views by 250 to 1,000 views per day. The workshop broadcasts will be measured by the number of views for each video.

### NEWSPAPER:

To increase consumer awareness for the workshops, newspaper advertisements will be ran in Boulder's local news source, the "Daily Camera." The advertisements will run for a one week period, Monday through Thursday, the weeks leading up to each of the two workshops, for a total of two weeks. The use of traditional print media will increase awareness among our primary target market for the scheduled dates they are invited to attend workshops. The advertisements will be measured in impressions using the Daily Camera's, Monday through Thursday total circulation.

### SOCIAL MEDIA:

To foster the customer-employee relationship within our secondary target market, we will launch a DIY social media campaign across Intstagram, Twitter and Facebook. The consumer is encouraged to post a picture of their current DIY project along with the hashtag #greenovation and #THBoCo. The TreeHouse intern will be responsible for responding to individual consumers with project tips and TreeHouse product suggestions that will best aid their DIY endeavors. This campaign will be measured by the number of pictures posted and the number of times the hashtags appear.

### WORKSHOPS:

We will measure this tactic by counting the number of attendees as the number of people registered.

#### "UrBin Grower" workshop

In an effort to make sustainable living attainable, the UrBin Grower workshop will be held Saturday, April 5th, 2014, bringing consumers to the Idea Center to learn how they can grow their own organic vegetables at home. Participants will purchase their own Urbin Grower, Self-Watering Container Garden and expert TreeHouse team members will demonstrate how accessible it is to grow their own vegetables. The workshop is held during the Spring when residents of Boulder are more likely to be gardening.

#### "Paint Smart" workshop

With consumer health as a top priority for TreeHouse, the Paint Smart workshop will be held Saturday, March 22st, 2014, to educate consumers on the hidden dangers of air polluting VOCs and chemicals found in standard paint products. As a safer alternative, consumers are introduced to the high performing, non-toxic paint brands of TreeHouse, which are chosen through the strict TreeHouse product filter. Consumers are then shown the proper way to prepare their painting surface and experiment with plant-based natural wood finishes and stains.

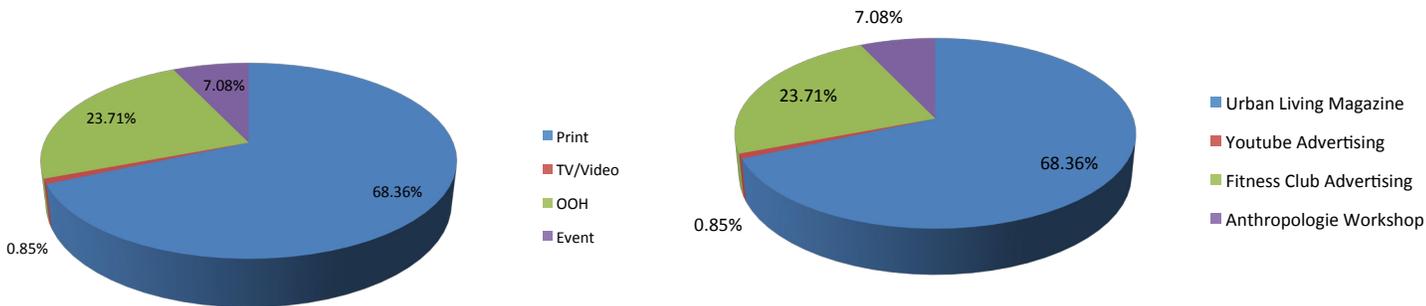




# FLIGHT 3 NURTURING THE RELATIONSHIP

FLIGHT THREE WILL LAST FROM APRIL 21ST TO MAY 16TH, AND NOW THAT CONSUMERS ARE AWARE OF TREEHOUSE AND THE DIFFERENT SERVICES AND PRODUCTS THEY OFFER, FLIGHT THREE WILL FOCUS ON INSPIRING ADVOCACY AND BRAND VALUES DRIVING INTO OUR STORE AND INCREASING POINT OF PURCHASE PROMOTIONS.

Flight 3				
	Type	Cost	% of Flight	% of Budget
Urban Living Magazine	Print	\$2,414.00	68.36%	5.36%
Youtube Advertising	TV/Video	\$30.00	0.85%	0.07%
Fitness Club Advertising	OOH	\$837.19	23.71%	1.86%
Anthropologie Workshop	Event	\$250.00	7.08%	0.56%
<b>Total</b>		<b>\$3,531.19</b>	<b>100.00%</b>	<b>7.85%</b>



## FLIGHT 3: NURTURING THE RELATIONSHIP

### ANTHROPOLOGIE EARTH DAY DISPLAY WORKSHOP (APRIL 22ND):

We will partner with Anthropologie's Boulder location and provide them with the materials to make their sustainable Earth Day displays so they can promote us during their Earth Day Display Workshop. This display workshop will happen the week before April 22nd (Earth Day) and the displays will be there throughout Flight 2. During Flight 3 they will auction the displays and donate the earnings to a green charity. We are going to use the hashtags #THxAnthro #EarthDay for this tandem effort. This will be measured by headcount of attendees.

### SOCIAL MEDIA:

In order to drive our target market into the store and increase sales, we are launching a social media campaign promoting the Switch LED light bulb. Customers can post a picture on any social media platform at the Switch LED display in the store with their light bulb being compared to the Switch LED bulb. When the customer uses #switchLED, TreeHouse will take down their name at purchase and offer a special discount off of their total purchase to promote in-store sales. The #switchLED promotion will be offered every Saturday during the duration of this flight to increase traffic during weekend business hours. We will measure the success by tracking use of #switchLED and the number of visitors every Saturday.

To garner more views and increase TreeHouse's point-of-purchase among consumers, we recommend a video series campaign on YouTube comparing TreeHouse products to other brand name products. QR codes will also be displayed by these TreeHouse products that link to the comparison video for that specific product so the customer can immediately see the difference between our products compared to any other brand-name products in that category. Social media channels will assist this effort by featuring the release of two comparison product videos per week, along with the hashtag #THKnowsBest.



In order to further inform Boulderites of the Anthropologie workshop, we will run 15 second YouTube ads two days prior to it taking place. We will measure this by tracking hashtags and reviewing how many discounts were used in sales reports, as well as tracking video views and advertisement clicks.

### MAGAZINE:

To assist with promotion of our Switch LED campaign, TreeHouse will run ads in a special edition of Urban Home Magazine that is distributed directly to a large portion of our Boulder target market who earn a minimum salary of \$350,000. Combining print and interactive advertising, the ad will display a QR code alongside pictures of a Halogen, CFL and Switch LED lightbulb. The consumer will be prompted to scan the QR code with their tablet, which will then link to a video to be placed under the page itself. When the consumer presses play, the wattage and average energy costs of each bulb will appear. This will demonstrate just how inefficient the other light bulbs are in comparison to the Switch LED bulb. We will calculate circulation to measure this tactic.

### OUT OF HOME:

We will place eye-catching advertisements at fitness centers around Boulder, which will be directed at both our primary and secondary targets. With these ads, we will catch consumers at a time when they are focused on well being as a whole, allowing us to deliver a message about sustainable living when they are most aware. Out of home media efforts will be measured by calculating the CPM.

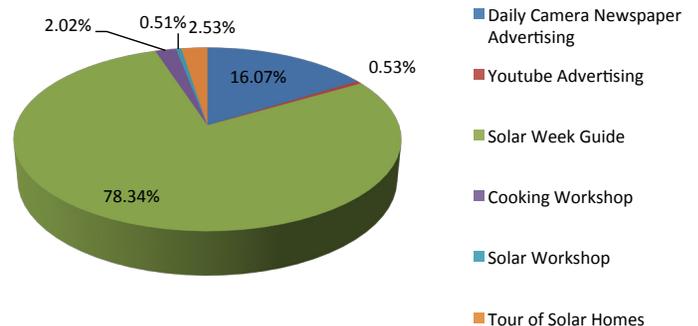
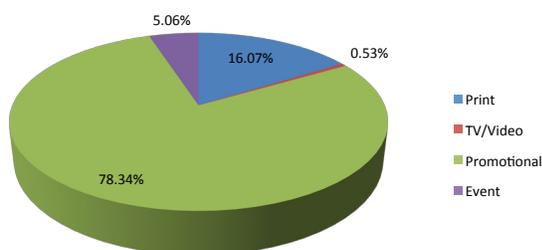




# FLIGHT 4 BLOSSOMING TOGETHER

FLIGHT FOUR WILL TAKE PLACE FROM NOVEMBER 1 TO NOVEMBER 20. DURING THIS FLIGHT, TREEHOUSE WILL FOCUS ON INTERACTING WITH THE COMMUNITY AND PROVIDING KNOWLEDGE OF SUSTAINABLE LIVING. BY AIMING TO INVOLVE THE ENTIRE COUNTY, TREEHOUSE WILL PUT FORTH EFFORTS TO EXTEND THEIR TRADE AREA AMONG THE ORIGINAL THREE ZIP CODES TARGETED.

Flight 4				
	Type	Cost	% of Flight	% of Budget
Daily Camera Newspaper Advertising	Print	\$3,176.62	16.07%	7.06%
Youtube Advertising	TV/Video	\$105.00	0.53%	0.23%
Solar Week Guide	Promotional	\$15,489.00	78.34%	34.42%
Cooking Workshop	Event	\$400.00	2.02%	0.89%
Solar Workshop	Event	\$100.00	0.51%	0.22%
Tour of Solar Homes	Event	\$500.00	2.53%	1.11%
<b>Total</b>		<b>\$19,770.62</b>	<b>100.00%</b>	<b>43.93%</b>



# FLIGHT 4: BLOSSOMING TOGETHER

## SPECIAL EVENTS:

TreeHouse will bring back the tradition of Boulder County Solar Week November 8 through 14. TreeHouse will provide tours of its 10 most sustainable customers homes called the 'Tour of Solar Homes.' These customers will have their homes featured on the TreeHouse website to inspire others with their sustainability. We will measure tour attendance by counting attendees and the online analogous by counting the views.

## WORKSHOPS:

In conjunction with Boulder County Solar Week, Treehouse will host #LivingOnSunshine 'Plug Your Home Into the Sun' workshop educating the Boulder community on the options and benefits of solar living while promoting the solar installation services TreeHouse offers. This workshop will fall on the last day of Boulder County Solar Week to drive the community into the store on a weekend.

To continue the series of workshops, TreeHouse will have a seasonal cooking and kitchen renovation workshop during the week before Thanksgiving. We will feature a cooking demonstration sponsored by Whole Foods to continue our co-advertising partnership. This will allow both stores to interact with their target markets and give potential to drive up viewership in the livestream on our YouTube Channel. We will use impressions to measure the online media efforts and attendees for the workshops.

## NEWSPAPER:

In an attempt to target our primary market, we will run newspaper advertisements positioned next to the local calendar of the "Daily Camera," the week before Boulder County Solar Week, inviting them to attend the Tour of Solar Homes. The advertisement will run for a one week period, Monday through Thursday. Advertisements to promote the cooking workshop will also run for a one week period, Monday through Thursday, leading up to the event. The two separate advertisements will be measured in impressions using the Daily Camera's, Monday through Thursday total circulation.

## PROMOTION:

Continuing the greenovation theme of our media plan, we will put an innovative twist on a traditional print advertising to promote awareness and excitement about Boulder County Solar Week. TreeHouse will generate an informational booklet on Boulder County Solar Week featuring the sustainable homes, information on solar paneling services and a removable solar panel charging device as an advertisement on the back page, reinforcing the technologically advanced aspect of TreeHouse.



# CONTINUOUS MEDIA

## GOOGLE AdWORDS EXPRESS

In order boost website traffic, we will utilize Google AdWords Express. People within a 25 mile radius of TreeHouse searching on Google for Home Improvement stores will automatically be shown advertisements next to Google search results. A marker on Google maps will appear, making the business location noticeable. When people click on the ad they will be taken to the TreeHouse online website or they can directly call TreeHouse.



## SOCIAL MEDIA

TreeHouse will continue to promote the various workshops and product reviews through YouTube, Instagram, Twitter and Facebook. #greenovation and #THBoCo represent customer interaction through the entirety of the media plan.

## GREENOVATION VIP MEMBERSHIP

To build loyalty among TreeHouse consumers, we will begin a loyalty program during our launch event. You can choose to opt-in the program at point of purchase. You will receive our level one Greenovation scanning card on your TreeHouse app. With each purchase you can build up points to achieve the next level. This program will allow consumers to build up over time to achieve ultimate VIP status. With each level you build up, you receive seasonal discounts and incentives. Once you achieve ultimate sustainability of Greenovation VIP status, you will get priority on appointments and 10% off every purchase. There are three levels until you receive your Greenovation VIP status.

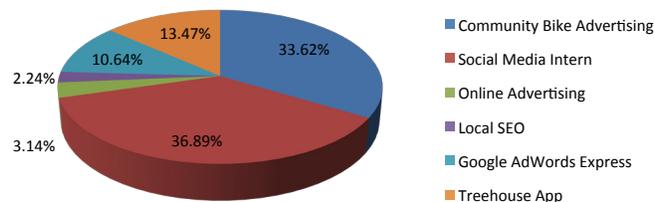
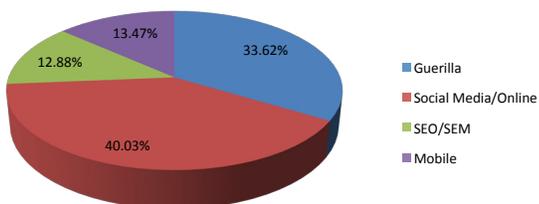
## LOCAL SEO

To optimize search possibilities within our local market, we will invest money in local SEO efforts to increase website ranking when consumers search for services and products in our product market. This will drive more traffic into the store.

## TREEHOUSE COMPARISON SHOPPING APP

The TreeHouse app will allow consumers to compare everyday home improvement items to the high quality, sustainable products that TreeHouse offers. The app will feature an easy access digital Greenovation Loyalty Card and be the hub for our community bike automated reply system.

Continuous Media				
	Type	Cost	% of Flight	% of Budget
Community Bike Advertising	Guerilla	\$3,744.00	33.62%	8.32%
Social Media Intern	Social Media/Online	\$4,107.84	36.89%	9.13%
Online Advertising	Social Media/Online	\$350.00	3.14%	0.78%
Local SEO	SEO/SEM	\$249.00	2.24%	0.55%
Google AdWords Express	SEO/SEM	\$1,185.00	10.64%	2.63%
Treehouse App	Mobile	\$1,500.00	13.47%	3.33%
<b>Total</b>		<b>\$11,135.84</b>	<b>100.00%</b>	<b>24.75%</b>



# MEDIA TIMELINE

Media	March				April					
	1	2	3	4	5	6	7	8	9	10
<b>GUERILLA</b>										
Community Bikes	177,408 Users, 354, 816 IMPs									
<b>EVENTS</b>										
Whole Foods Partnership	200 event IMPs									
Opening Event	1,000 event IMPs									
Paint Workshop			20 event IMPs, 500 online IMPs							
Anthropologie Workshop			70 event IMPs							
Gardening Workshop					20 event IMPs, 500 online IMPs					
Cooking Workshop										
Solar Workshop										
Tour of Solar Homes										
<b>SEO/SEM</b>										
Google AdWords Express	600 Clicks									
<b>SOCIAL MEDIA/ONLINE</b>										
Social Media Intern	3,000 Followers, 10,000 engagements									
GOLDEN Web Media Package	109,536 followers reach, 300,000 unique visitors/month, 2,000 subscribers									
<b>Promotion</b>										
Solar Week Guide										
<b>Mobile</b>										
TreeHouse Application	75,000 downloads									
<b>OOH</b>										
Fitness Club Ad										154,299 IMPs
<b>Print</b>										
Daily Camera (Newspaper)	38,884 circulation				19,422 circulation					
Urban Home Magazine										
<b>TV/Video</b>										
YouTube Ad					500 views		500 views		500 views	

MEDIA	COST
<b>GUERILLA</b>	
Community Bikes	\$3,744
<b>EVENTS</b>	
Whole Foods Partnership	\$1,400
Opening Event	\$1,070
Paint Workshop	\$200
Anthropologie Workshop	\$250
Gardening Workshop	\$50
Cooking Workshop	\$400
Solar Workshop	\$100
Tour of Solar Homes	\$500
<b>SEO/SEM</b>	
Google AdWords Express	\$1,185
<b>SOCIAL MEDIA/ONLINE</b>	
Social Media Intern	\$4,108
Local SEO	\$249
GOLDEN Web Media Package	\$350
<b>PROMOTION</b>	
Solar Week Guide	\$15,489
<b>MOBILE</b>	
TreeHouse Application	\$1,500
<b>OOH</b>	
Fitness Club Ad	837.19
<b>PRINT</b>	
Daily Camera (Newspaper)	\$9,529.86
Urban Home Magazine	\$2,414
<b>TV/VIDEO</b>	
YouTube Ad	\$225



## FURTHER RECOMMENDATIONS

1

In order to continue fostering environmental consciousness through innovation, we suggest putting a solar-powered free use charging station outside of the store, available for anyone passing by. In order to follow the Boulder Sign Code, TreeHouse could request a permit to put these charging stations in parks. The charging stations should include interactive information that educates users about solar energy and the options TreeHouse has that exploit it.

2

A billboard-style sign could be displayed on the premises of the TreeHouse store in order to follow the Boulder Sign Code. This billboard would display '#greenovation' made out of TreeHouse LED light-bulbs and would include a kilowatt meter that would show how little energy the light bulbs waste. The light bulbs will be powered by solar panels, in order not to waste energy. Alternatively, this billboard idea would be a good option when TreeHouse is ready to expand its trade area into Denver.

3

Boulder is a community committed to helping one another. To show TreeHouse's engagement with the community, we recommend Boulder get involved in a community service project in partnership with an organization in one of Boulder's many high school. A good option would be a mural project for a women's shelter in Boulder; TreeHouse could provide the materials and sponsorships while Boulder High School's Arts Program could provide the volunteers and the design for the mural. This project would show how committed TreeHouse is to making a mark in Boulder.

4

If the Earth Day display workshop partnership with Anthropologie proves to be a good way to reach consumers and create buzz, we would recommend restrengthening this relationship as the holiday season approaches. Our research shows that Anthropologie does offer holiday display workshops and it is a great way to reach our secondary target segment during the winter months, when big home improvement projects tend to stagnate.



# BLUELIGHT MEDIA

1 University Way  
Austin, TX 78705  
(512)471-3434

To Lisa Dobias, CEO of TreeHouse Inc.,

Bluelight Media would like to thank you for your time and consideration. Our confidence in molding the use of creative, cutting-edge media strategies with the intelligent and sustainable living values TreeHouse holds makes Bluelight Media the top contender in bringing your business to the Boulder market. We look forward to working with TreeHouse. Join us in bringing Greenovation to Boulder!

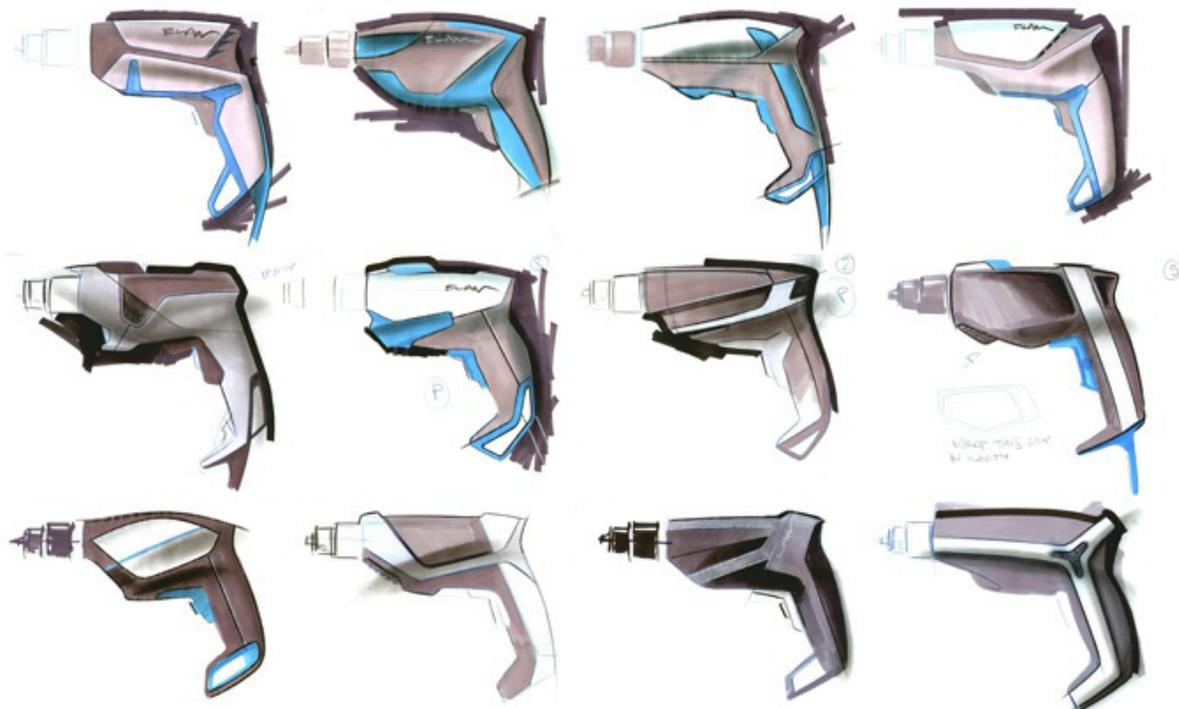
I, \_\_\_\_\_, Chief Executive Officer of TreeHouse accept the media plan outlined in this book. This contract expresses the intention to execute the aforementioned media plan developed by Bluelight Media. For this purpose, I allow Bluelight Media to access the budget allocated in this media plan as well as any other company identity materials required for the execution of this plan. I understand that this contract is binding and furthermore that the contents within this media plan may only be used in the event that I sign this document.

\_\_\_\_\_  
TreeHouse Inc. CEO

\_\_\_\_\_  
Date

\_\_\_\_\_  
Bluelight Media Account Executive

\_\_\_\_\_  
Date



THANK YOU  
#GREENOVATE  
#THBoCo

